



WPXI
P.O. Box 640132
Pittsburgh, PA 15264-0132
ph: (412) 237-1100
fx: (412) 237-2247

Advertiser
Agency
Buyer
Salesperson

Pol/R Casey/D/US Senate (16759)
Shorr & Associates (2909)
D'ETTORRE, MICHAEL
Telerep/Washington DC, Washington DC
(1040)
ph: (555) 555-5555

Invoice	630827
Inv Date	9/30/2012
Terms	Net 30
Contract	327840
Bill Type	Standard
Period	8/27/2012 - 9/30/2012

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

AgM

Product
Brand
Act Types
Est/Headline
Demo
Revision
Comments

Political - Federal Candidate (1067)
POL/R CASEY/D/SEN/PA (135597)
National/Political
/06288005

CO-OP/Order Type Yes/Normal
Package
Gen. Date 10/1/2012 10:58:04AM

BOB CASEY 8/21
***** THIS IS A CASH IN ADVANCE

Pittsburgh (WPXI)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
2.0	Contract Line Remarks:		NEWS 530A-6A/2						
	Spot	5:29:04AM-Channel	Day,M-1	08/27/12 5:55AM (Mo)	00:30	Channel 11 News 530am	BCTV1204H	\$325.00	
4.0	Contract Line Remarks:		TODAY 7-9A/4						
	Spot	7:00:04AM-Today Si	Day,M-2	08/27/12 7:24AM (Mo)	00:30	Today Show	BCTV1202H	\$525.00	
	Spot	7:00:04AM-Today Si	Day,M-2	08/27/12 8:42AM (Mo)	00:30	Today Show	BCTV1204H	\$525.00	
6.0	Contract Line Remarks:		JUDY 430-5P/6						
	Spot	4:29:19PM-Judge Ju	Day,M-1	08/27/12 4:42PM (Mo)	00:30	JUDGE JUDY 430P	BCTV1204H	\$375.00	
9.0	Contract Line Remarks:		JEOP 7-730P/9						
	Spot	6:59:29PM-Jeopardy	Day,M-1	08/27/12 7:12PM (Mo)	00:30	Jeopardy	BCTV1202H	\$1100.00	
11.0	Contract Line Remarks:		LATE NEWS/11						
	Spot	10:59:34PM-CHANNE	Day,M-1	08/27/12 11:13PM (Mo)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1204H	\$1250.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information
shown on this invoice was taken from the official log.

Gross Total	\$4,100.00
Commission	(\$615.00)
Net Total	\$3,485.00

Total Spots 6